

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &
Associates-Washington
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1363101

Schedule Dates 09/18/12-09/24/12
Advertiser Obama for America (30051)
Agency Greer Margolis Mitchell, Burns & Associates-Washi
Product POLITICAL CANDIDATE (ns) (1186)
Brand OBAMA FOR AMERICA (187386)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Bassett, Laura
Phone/Fax /
CPE 95/101/1536
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments OBAMA FOR AMERICA
JONATHAN VITTI

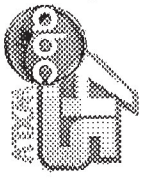
Date Entered 08/27/12
Last Modified 08/27/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09797049
Demo W35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$312.75
Net Total \$1,772.25
Sales Tax

Greensboro (WXLV)
By Broadcast Month Spots Rate
Sep. 2012 48 \$2,085.00
Grand Total: 48 \$2,085.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/18/12-09/24/12	3	:30	7A- ABC-Good Morning America	1	1	1	1	1	1			5	\$25.00	\$125.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/27/12
2.0	Normal Line / SPOT (2)	09/18/12-09/21/12	3	:30	9A- The Doctors		1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	THE DOCTORS	8/27/12
3.0	Normal Line / SPOT (3)	09/22/12-09/22/12	3	:30	8A- ABC-Good Morning American Saturday							1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/27/12
4.0	Normal Line / SPOT (4)	09/23/12-09/23/12	3	:30	10:58-40A- ABC-This Week								1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/27/12
5.0	Normal Line / SPOT (5)	09/18/12-09/21/12	3	:30	10:58-25A- ABC-The View		1	1	1	1	1			1	\$20.00	\$20.00	Greensboro (WXLV)	VIEW	8/27/12
5.0.1	Closed Preempt (5)	09/19/12															Greensboro (WXLV)	Pre-empt/Exception - HRA	
5.0.2	Closed Preempt (5)	09/20/12															Greensboro (WXLV)	Pre-empt/Exception - HRA	
5.0.3	Closed Preempt (5)	09/18/12															Greensboro (WXLV)	Pre-empt/Exception - HRA	
6.0	Normal Line / SPOT (6)	09/18/12-09/21/12	3	:30	12P- 1P (EST)		1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/27/12
7.0	Normal Line / SPOT (7)	09/18/12-09/21/12	3	:30	12:57:56P- ABC-The Chew		1	1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	THE CHEW	8/27/12
8.0	Normal Line / SPOT (9)	09/18/12-09/21/12	3	:30	3P- Anderson Cooper		1	1	1	1	1			4	\$50.00	\$200.00	Greensboro (WXLV)	ANDERSON COOPER	8/27/12
9.0	Normal Line / SPOT (10)	09/18/12-09/21/12	3	:30	5P- Ricki Lake		1	1	1	1	1			4	\$25.00	\$100.00	Greensboro (WXLV)	RICKI LAKE	8/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	48	\$2,085.00
Grand Total:	48	\$2,085.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / News (11)	09/18/12-09/24/12	3	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	1	1	1	1	1	1			5	\$45.00	\$225.00	Greensboro (WXLV)	NEWS14 ABC45	8/27/12
11.0	Normal Line / News (14)	09/23/12-09/23/12	3	:30	6:28-45P- ABC-World News Sunday								1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/27/12
12.0	Normal Line / Prime (15)	09/24/12-09/24/12	3	:30	7:57-56P- ABC-Dancing With The Stars (Monday)		1							1	\$800.00	\$800.00	Greensboro (WXLV)	DANCING WITH THE STARS 8/27/12 15	8/27/12
13.0	Normal Line / News (20)	09/18/12-09/24/12	3	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm		1	1	1	1	1			5	\$40.00	\$200.00	Greensboro (WXLV)	NEWS14 ABC45	8/27/12
14.0	Normal Line / SPOT (21)	09/18/12-09/21/12	3	:30	11:35P- ABC-Nightline		1	1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/27/12
15.0	Normal Line / SPOT (22)	09/18/12-09/21/12	3	:30	12:02-05A- ABC-Jimmy Kimmel Live		1	1	1	1	1			4	\$5.00	\$20.00	Greensboro (WXLV)	JIMMY KIMMEL	8/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		maida B	8/31/12	

Rep Order# 9797049 Ver# 1 Status New

Traffic Order#

1803101

Printed: 08/17/2012 1:39 PM
Last Received: 08/17/2012 12:00 PM
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/18. TOTAL \$18065

PLS CF- CHRISTINA FOR JON

Rep Order# 9797049 Ver# 1 Status New Traffic Order#

Printed: 08/17/2012 1:39 PM
Last Received: 08/17/2012 12:00 PM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
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Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	09/18-09/24	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	5	1	5	\$125.00
2	TU-F,M	09/18-09/24	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
3	SA	09/22-09/22	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	SU	09/23-09/23	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
5	TU-F,M	09/18-09/24	11A-12P	VIEW	.30	\$20.00	4	1	4	\$80.00
6	TU-F,M	09/18-09/24	12P-1P	MILLIONAIRE	.30	\$20.00	4	1	4	\$80.00
7	TU-F,M	09/18-09/24	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
8	TU-F,M	09/18-09/24	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
9	TU-F,M	09/18-09/24	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
10	TU-F,M	09/18-09/24	5P-6P	DOCTORS	.30	\$25.00	4	1	4	\$100.00
11	TU-F,M	09/18-09/24	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
12	TU-F,M	09/18-09/24	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
13	SA	09/22-09/22	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00

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 Salesperson () JONATHAN VITTI
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 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	SU	09/23-09/23	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
15	M	09/24-09/24	8P-10P	DANCING WITH THE STARS 15	.30	\$800.00	1	1	1	\$800.00
16	TU	09/18-09/18	8P-9P	DANCING W/T STARS RESULTS	.30	\$900.00	1	1	1	\$900.00
18	TH	09/20-09/20	10P-11P	ROOKIE BLUE	.30	\$785.00	1	1	1	\$785.00
20	TU-F,M	09/18-09/24	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
21	TU-F,M	09/18-09/24	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
22	TU-F,M	09/18-09/24	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00

1400-10612

--REPORT TOTALS--
 Report Totals. 63 / \$4,210.00
 2125

--SALES MONTHLY TOTALS--
 Sep 12. 63 / \$4,210.00
 Sales Totals. 63 / \$4,210.00
 Station Totals. 63 / \$4,210.00
 Lines not sent/rcld/rtrn. 0 / \$0.00
 2065

--COMPETITIVE--
 Market Totals \$52,625
 CABL 0%
 WCHP 28%
 UNKN 0%
 WMYV 3%
 WEFX 0%
 WUPN 0%
 WSWG 0%
 WXTI 31%
 WPMY 30%
 WXLV 8%

Books null
 Demos RA35+

Rep Order# 9797049 Ver# 1 Status New
EC'd Yes

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Showing Buylines: All Lines

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